**Broadcast Journalism Occupations**

**Labor Market Information Report**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

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# Recommendation

Since the proposed new program will be primarily targeting incumbent journalists and reporters, the number of currently employed in those types of occupations should be considered. There are 3,700 workers employed in 2016 in the Bay region and over 1,000 in the Mid-Peninsula (San Francisco and San Mateo counties) for the SOC codes selected, who could be eligible to upgrade their multimedia skills. There is also a labor market gap between annual openings and awards of 345 in the region and 64 in the Mid-Peninsula for students who may not be incumbent workers. This undersupply warrants the addition of the proposed new Multimedia Broadcast Journalism program at City College of San Francisco (CCSF).

This report also provides some student outcomes data on employment and earnings for programs that may be training students for these Broadcast Journalism occupations at several Bay region colleges. It is recommended that this data be reviewed to better understand how student outcomes for these programs compare to student outcomes in the Bay region for all programs and the state on TOP Code 0604 - Radio and Television.

# Introduction

According to the LMI request, “the Multimedia Broadcast Journalist is a niche job that combines traditional broadcast journalism and cross platform journalism that tells a news story across traditional and new mediums. More and more, journalists are expected to repackage their complete stories into smaller bites for social media and internet distribution. Many current print, radio, and television journalists will want to upgrade and complement their current skills.”

This report profiles Broadcast Journalism occupations in the 12 county Bay Region and in the Mid-Peninsula sub-region (San Francisco and San Mateo counties) for a proposed new program at CCSF. The incumbent workforce in this cluster of occupations are the prospective workers that the colleges seeks to attract to the certificate program in order to upgrade and complement their current skills.

* **Broadcast News Analysts (SOC 27-3021):** Analyze, interpret, and broadcast news received from various sources.

*Entry-Level Educational Requirement:* *Bachelor’s Degree*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 12%

* **Reporters and Correspondents (SOC 27-3022):** Collect and analyze facts about newsworthy events by interview, investigation, or observation. Report and write stories for newspaper, news magazine, radio, or television.

*Entry-Level Educational Requirement:* *Bachelor’s Degree*

*Training Requirement:* *None*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 12%

* **Media and Communications Workers, All Other (SOC 27-3099):** All media and communication workers not listed separately.

*Entry-Level Educational Requirement:* *High School Diploma or Equivalent*

*Training Requirement:* *Short-term on-the-job training*

*Percentage of Community College Award Holders or Some Postsecondary Coursework:* 33%

# Occupational Demand

**Table 1. Employment Outlook for Occupations Related to Multimedia Broadcast Journalism in the Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2016 Jobs | 2021 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Openings | Annual Openings | 10% Hrly Wage | Median Hrly Wage |
| Broadcast News Analysts | 244 | 263 | 19 | 8% | 143 | 29 | $23.82 | $36.51 |
| Reporters and Correspondents | 1,941 | 2,272 | 331 | 17% | 1,356 | 271 | $15.06 | $22.78 |
| Media and Communication Workers, All Other | 1,525 | 1,619 | 94 | 6% | 794 | 159 | $12.91 | $21.92 |
| **Total** | **3,710** | **4,154** | **444** | **12%** | **2,294** | **459** | **$14.75** | **$23.33** |

*Source: EMSI 2017.4***Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Occupations Related to Multimedia Broadcast Journalism in the Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2016 Jobs | 2021 Jobs | 5-Yr Change | 5-Yr % Change | 5-year Openings | Annual Openings | 10% Hrly Wage | Median Hrly Wage |
| Broadcast News Analysts | 65 | 72 | 7 | 11% | 40 | 8 | $29.27 | $36.67 |
| Reporters and Correspondents | 490 | 525 | 35 | 7% | 282 | 56 | $15.98 | $23.07 |
| Media and Communication Workers, All Other | 493 | 516 | 23 | 5% | 247 | 49 | $12.43 | $19.55 |
| **Total** | **1,048** | **1,113** | **65** | **6%** | **570** | **114** | **$15.14** | **$22.26** |

*Source: EMSI 2017.4*  
**Mid-Peninsula Sub-Region** includes San Francisco and San Mateo counties

### Job Postings in Bay Region and Mid-Peninsula (San Francisco and San Mateo Counties) Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Dec 2016 – Nov 2017)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | Mid-Peninsula |
| Reporters and Correspondents (27-3022) | 266 | 174 |

*Source: Burning Glass*

**Table 4. Top Job Titles for Multimedia Broadcast Journalism Occupations for latest 12 months (Dec 2016 – Nov 2017)**

|  |  |  |
| --- | --- | --- |
| Common Title | Bay Region | Mid-Peninsula |
| Reporter | 95 | 62 |
| Technology Reporter | 30 | 27 |
| News Writer | 20 | 15 |
| Staff Writer | 18 | 11 |
| Traffic Reporter | 15 | 15 |
| Weekend Anchor | 10 | 2 |
| News Reporter | 9 | 2 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Broadcast Journalism Occupations in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industry – 3 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2016)** | **Jobs in Industry (2021)** | **% Change (2016-21)** | **% in Industry `(2016)** |
| Performing Arts, Spectator Sports, and Related Industries (711) | 1,070 | 1,150 | 7% | 28.9% |
| Other Information Services (519) | 675 | 962 | 43% | 18.5% |
| Professional, Scientific, and Technical Services (541) | 644 | 696 | 8% | 17.4% |
| Publishing Industries (except Internet) (511) | 385 | 372 | (3%) | 10.3% |
| Broadcasting (except Internet) (515) | 222 | 219 | (1%) | 5.9% |
| Educational Services (611) | 127 | 140 | 10% | 3.4% |
| Motion Picture and Sound Recording Industries (512) | 118 | 131 | 11% | 3.2% |
| Local Government (903) | 98 | 93 | (5%) | 2.6% |
| State Government (902) | 81 | 89 | 10% | 2.2% |
| Administrative and Support Services (561) | 76 | 67 | (12%) | 1.9% |
| Nonstore Retailers (454) | 42 | 56 | 33% | 1.1% |
| Religious, Grantmaking, Civic, Professional &Similar Organizations (813) | 41 | 44 | 7% | 1.1% |

*Source: EMSI 2017.4*

**Table 6. Top Employers Posting Jobs in Bay Region and Mid-Peninsula Sub-Region for latest 12 months (Dec 2016 – Nov 2017)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Employer** | **Bay Region** | **Mid-Peninsula** | **Employer** | **Bay Region** | **Mid-Peninsula** |
| NBC | 14 | 4 | Atlantic Media Company | 4 | 4 |
| CBS Broadcasting | 12 | 12 | Business Insider | 4 | 4 |
| Dow Jones & Company | 11 | 11 | Clear Channel Communications | 4 | 4 |
| Disney | 9 | 9 | Digital | 4 | 4 |
| KQED | 8 | 5 | LifeLock | 4 | 2 |
| Gannett Company Inc | 5 | 0 | Nexstar Broadcasting Group In | 4 | 4 |

*Source: Burning Glass*

# Educational Supply

On the supply side, there are 10 community colleges in the region issuing 114 awards annually on TOP 0604 - Radio and Television. There are two community colleges in the Mid-Peninsula Sub-region issuing 50 awards annually on this same TOP Code.

**Table 7. Programs in the Bay Region on TOP 0604 - Radio and Television**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | CC Headcount | Associate Degrees | Certificates or Other Credit Awards | Total Awards |
| Chabot | East Bay | 69 | 6 | 0 | 6 |
| DeAnza | Silicon Valley | 537 | 15 | 9 | 24 |
| Diablo Valley | East Bay | 240 | 4 | 2 | 6 |
| Laney | East Bay | 247 | 3 | 2 | 5 |
| Las Positas | East Bay | 20 | 0 | 0 | 0 |
| Ohlone | East Bay | 153 | 2 | 17 | 19 |
| San Francisco | Mid-Peninsula | 533 | 0 | 34 | 34 |
| San Jose | Silicon Valley | 31 | 0 | 0 | 0 |
| San Mateo | Mid-Peninsula | 5 | 3 | 13 | 16 |
| Solano | North Bay | 52 | 4 | 0 | 4 |
| **Total Bay Region** | | **1,887** | **37** | **77** | **114** |
| **Total Mid-Peninsula Sub-Region** | | **538** | **3** | **47** | **50** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2015-16. For Community Colleges, the annual average for Associate Degrees and Certificates is 2014-17.

# Gap Analysis

There appears to be a labor market gap in the Bay region for this cluster of occupations with annual openings of 459 and annual supply of 114 awards. This represents an undersupply of about 345 students. In the Mid-Peninsula sub-region, there is also a labor market gap with annual openings of 114 and annual supply of 50 awards. This represents an undersupply of 64 students.

However, this program is really targeting incumbent journalists and reporters who may need to upgrade their multimedia skills and may even already possess a four-year degree. Therefore, the 2016 jobs numbers for Multimedia Broadcast Journalism occupations are important to consider with 3,710 employed in the Bay region and 1,048 employed in the Mid-Peninsula sub-region, since they represent the potential market for this program.

# Student Outcomes for Broadcast Journalism

Student Outcomes data from Launchboard is available for students who took courses on TOP Code 0604 - Radio and Television.

* Students who took courses on TOP 0604 Radio and Television at CCSF are attaining a slightly lower rate of employment but higher wages and wage gains than those who took courses at other Bay region colleges on the same TOP code.
* Three out of four outcomes metrics are lower for students who took courses on this TOP code than for students who took courses across all programs in the Bay region. However, the matching of the Community College students to EDD data does not capture students who may be self-employed.

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP04 0604 Radio and TV**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **TOP04 0604 Radio and Television** | **Bay Region (All Programs)** | **State 0604.00** | **Bay Region 0604.00** | **CCSF 0604.00** | **Top College in Bay Region on 0604** | |
| % Employed Four Quarters After Exit | 68% | 61% | 60% | 56% | Ohlone | 71% |
| Median Earnings Two Quarters After Exit | $12,640 | $4,250 | $5,675 | $7,035 | Ohlone | $7,560 |
| Median % Change in Earnings | 37% | 59% | 46% | 52% | Ohlone | 70% |
| % of Students Earning a Living Wage | 51% | 19% | 23% | 14% | DeAnza and Ohlone | 29% |

*Source: Launchboard*

# Skills

**Table 9. Top Skills for Broadcast Journalism Occupations in the Bay Region (Dec 2016 – Nov 2017)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Latest 12 Mos. Postings** | **Skill** | **Latest 12 Mos. Postings** | **Skill** | **Latest 12 Mos. Postings** |
| Journalism | 90 | News Writing | 17 | Content Management | 12 |
| Social Media | 82 | AP style | 16 | Microsoft Excel | 12 |
| Broadcast | 42 | Adobe Photoshop | 15 | Content Mgnt Systems (CMS) | 11 |
| Multimedia | 27 | Social Media Platforms | 15 | Facebook | 11 |
| Breaking News Coverage | 22 | Scheduling | 14 | Newspaper | 11 |
| Microsoft Office | 20 | Blog Posts | 12 | Video Editing | 10 |

*Source: Burning Glass*

Note: There are no certifications requested in the job postings for these occupations.

**Table 10. Education Requirements in Bay Region**

Note: 55% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |
| --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** |
| High school or vocational training | 4 |
| Associate Degree | 0 |
| Bachelor’s Degree or Above | 116 |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

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